



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/03 thru 08/09

(prices in dollars per carton)

Fri. Aug 03, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		36.6% of 17,000 stores				33.2% of 17,000 stores							
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			430	1.37	10	1.68	670	1.23	20	0.96	120	0.93
	White 18 pack			390	1.83			430	2.24			270	1.00
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	120	0.99	520	0.96	40	1.30	140	1.17	360	0.93	1,630	0.77
	White 18 pack			520	1.94			670	1.75			950	1.07
	Brown 12 pack												
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			950	3.27	110	3.59	670	3.14			610	2.92
	OMEGA-3												
	White 12 pack	120	2.50	1,480	2.47	130	2.44	200	2.63	200	2.50	910	2.38
	Brown 12 pack					600	2.49	610	2.48			200	2.29
	CAGE-FREE												
	White 12 pack			310	3.00			20	2.29				
	Brown 12 pack			1,260	2.57	120	2.50	1,300	2.27			410	2.35

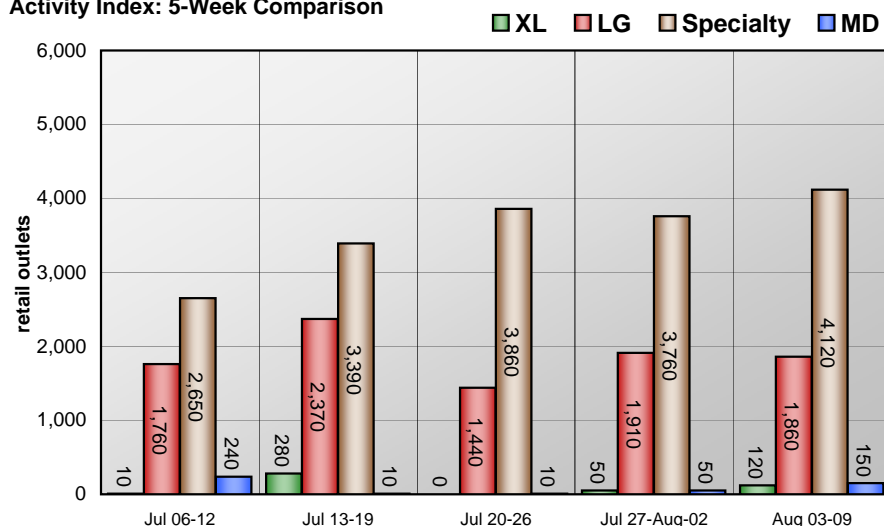
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,980	1,960	3,350	Large Eggs on
Specialty	4,120	3,760	2,330	Jul-30-2007
Total (includes MD)	6,250	5,770	5,790	450.3
Special Rate 4/:	5.3%	13.8%	5.9%	up 17%

5/: 1,000's of 30-doz cases

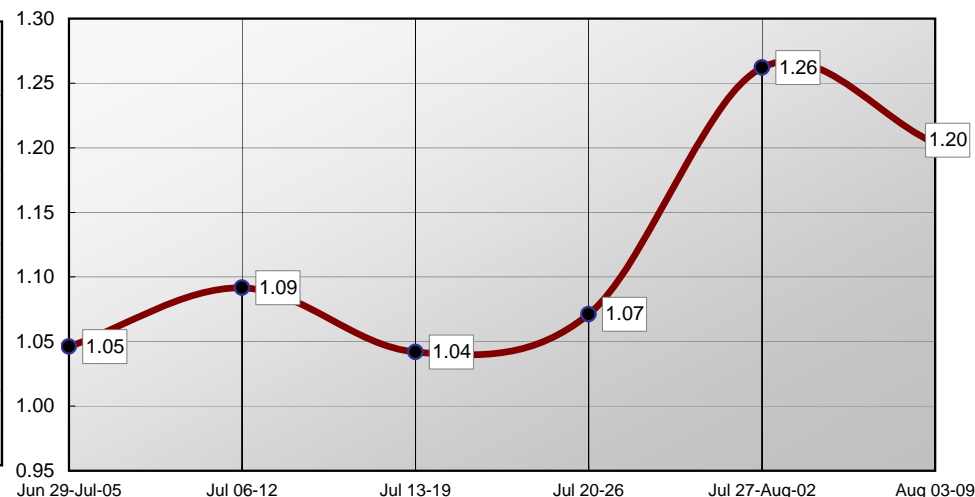
## SHELL EGG and EGG PRODUCTS FEATURING

Feature activity on regular shell eggs is 1% more than a week ago, although 41% less than the same time last year. The average price to consumers on Grade A or better Large white eggs is lower than last week, but is still significantly higher than in past weeks. Medium and Extra Large egg ads increased. Specialty shell egg promotions are higher when compared to both last week and last year. Omega-3 white eggs edged past Cage Free eggs to claim top position. USDA Certified Organic brown eggs are higher in store volume and average price this cycle. In the egg products sector, liquid egg promotions increased. 14-16 oz. cartons dominated ad space and are visible in all regions except the Southwest.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		42.7% of 3,800 sampled outlets						12.9% of 4,700 sampled outlets						19.1% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 1,970 (includes Medium)						Activity Index = 760 (includes Medium)						Activity Index = 890 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.29	10	1.29												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.00 - 1.19	120	1.01				0.99 - 1.00	10	1.00	0.99	120	0.99	0.49 - 1.50	320	0.90
	White 18 pack				1.79 - 2.50	370	2.11				1.50 - 1.89	140	1.53				1.50	10	1.50
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack			0.89	10	0.89	White 12 pack			White 12 pack		
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.50	500	3.39				2.99	10	2.99				2.49 - 4.49	30	3.41
	OMEGA-3																		
	White 12 pack	2.50	120	2.50	1.89 - 2.99	540	2.48				2.09 - 2.50	350	2.49				2.29 - 2.50	210	2.49
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				1.99 - 2.99	310	2.41				2.50	240	2.50				2.50	200	2.50
	Brown 12 pack																		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		41.4% of 2,700 sampled outlets						79.7% of 1,900 sampled outlets						80.4% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,040 (includes Medium)						Activity Index = 1,170 (includes Medium)						Activity Index = 420 (includes Medium)					
USDA GRADE AA	White 12 pack				0.83 - 0.91	20	0.88				0.99 - 1.69	330	1.39				0.83 - 1.59	70	1.43
	White 18 pack				1.49 - 1.67	220	1.61				1.49 - 2.50	130	2.21				1.49 - 2.00	40	1.82
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.77 - 1.29	70	1.17												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.80 - 0.89	140	0.88	White 12 pack						White 12 pack			White 12 pack		
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.99 - 3.33	190	3.24										2.99 - 3.49	220	3.03
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.99 - 2.49	280	2.28				1.99 - 2.99	90	2.93				2.29	10	2.29
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack										3.00	310	3.00						
	Brown 12 pack				2.49	120	2.49				3.00	310	3.00				1.99	80	1.99

Note: See page 1 for explanatory notes.



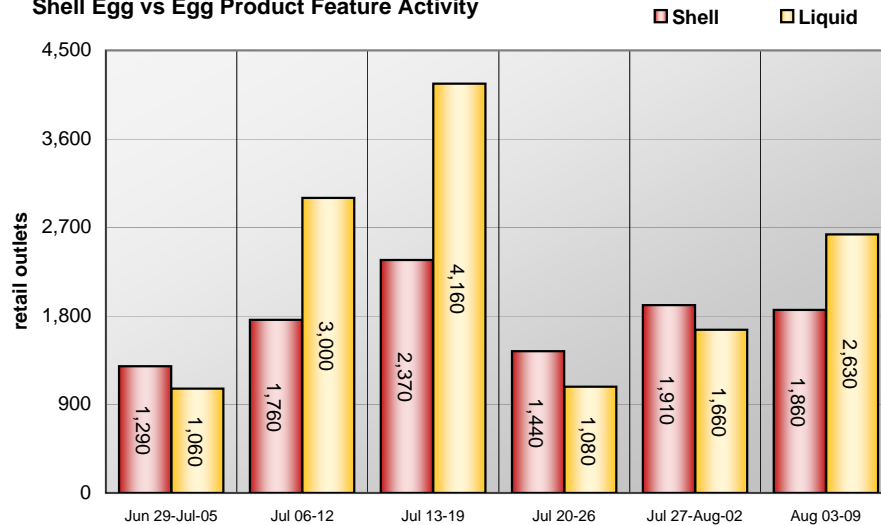
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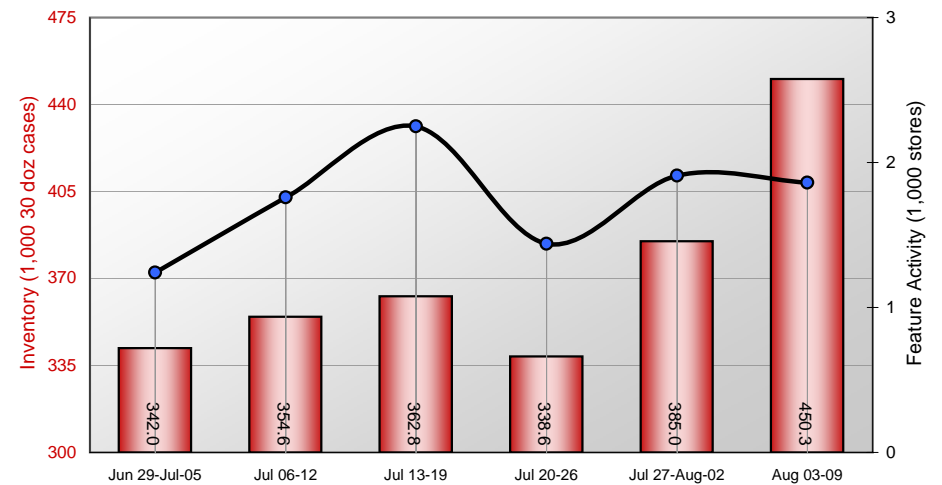
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EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	16.2%	8.2%	27.3% of 3,800 sampled	20.3% of 4,700 sampled	10.2% of 2,900 sampled	8.9% of 2,700 sampled	0.0% of 1,900 sampled	22.5% of 1,000 sampled
2/ Activity Index	2,630	1,660	Activity Index = 1,050	Activity Index = 1,000	Activity Index = 100	Activity Index = 250	Activity Index = 0	Activity Index = 230
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	2,000 2.38	900 2.35	1.99 - 2.99 430 2.52	2.19 - 2.99 1,000 2.24	1.99 - 2.99 90 2.66	1.79 - 2.99 250 2.51		1.99 - 2.99 230 2.49
32 oz. carton	510 4.56	520 4.03	3.99 - 4.99 500 4.57		3.99 10 3.99			
3 - 4 oz. cups	120 2.99	150 2.86	2.99 120 2.99					
2 - 8 oz. cups		90 2.99						

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.